

3. (Amended) A method according to claim <sup>1</sup>~~5~~, further comprising binding the buyer to the conditional purchase offer.

4. (Amended) A method according to claim <sup>1</sup>~~5~~, further comprising notifying the buyer that the conditional purchase offer will not be satisfied.

*SubC 7*  
~~5.~~ (Amended) An allocation method in a buyer-driven system comprising:

determining which of at least two sellers could satisfy a conditional purchase offer;

identifying one of the at least two sellers as a priority seller; and

*B1 Cont*  
providing the priority seller with a first look opportunity to satisfy a conditional purchase offer.

~~5.~~  
~~6.~~ (Amended) A method according to claim <sup>1</sup>~~5~~, wherein one of the at least two sellers is an agency-based seller.

~~6.~~  
~~7.~~ (Amended) A method according to claim <sup>1</sup>~~5~~, wherein one of the at least two sellers is a broadcast-based seller.

~~7.~~  
~~8.~~ (Amended) A method according to claim <sup>1</sup>~~5~~, wherein the conditional purchase offer is a binding conditional purchase offer.

Sub 7/13  
13.

(Amended) An allocation method in a buyer-driven system comprising:

identifying one of at least two sellers as a priority seller, wherein identifying one of at least two sellers as a priority seller includes: determining a number of first look opportunities due to the at least two sellers; determining a number of first look opportunities given to the at least two sellers; and identifying one of the at least two sellers with the largest deficiency between opportunities given and opportunities due as the priority seller; and

providing the priority seller with a first look opportunity to satisfy a conditional purchase offer.

B1  
Cont 14.  
10.

(Amended) An allocation method in a buyer-driven system comprising:

identifying one of at least two sellers as a priority seller, wherein identifying one of at least two sellers as a priority seller includes: determining a percentage of first look opportunities due to the at least two sellers based on an adjusted market share; determining a percentage of first look opportunities given to the at least two sellers; and identifying one of the at least two sellers with the largest deficiency between percentage of first look opportunities given and percentage of first look opportunities due as the priority seller; and

providing the priority seller with a first look opportunity to satisfy a conditional purchase offer.

8.  
11.

(Amended) A method according to claim 5, wherein identifying one of at least two sellers as a priority seller includes:

assigning a random number to each of the at least two sellers; and  
using the random numbers to identify the priority seller.

Sub C<sup>3</sup> 7 15.  
12. (Amended) An allocation method in a buyer-driven system comprising:

identifying one of at least two sellers as a priority seller, wherein identifying one of at least two sellers as a priority seller includes: determining a market share for each of the at least two sellers; and identifying one of the sellers having the largest market share that could also satisfy the conditional purchase offer as the priority seller; and

providing the priority seller with a first look opportunity to satisfy a conditional purchase offer.

B<sup>1</sup>  
Cont  
9.  
13. (Amended) A method according to claim 5, wherein identifying one of at least two sellers as a priority seller further includes:

determining a buyer preference metric for each of the at least two sellers; and  
using the buyer preference metric to identify one of the at least two sellers as the priority seller.

10.  
14. (Amended) A method according to claim 5, wherein identifying one of at least two sellers as a priority seller further includes providing an advantage to one of the at least two sellers.

11.  
15. (Amended) A method according to claim 5, further comprising:

determining whether more than one seller price will satisfy the conditional purchase offer; and  
selecting the highest seller price.

12.

16. (Amended) A method according to claim <sup>1</sup>~~5~~, further comprising:

determining whether there are other sellers that could satisfy the conditional purchase offer; and  
performing a low price search of the other sellers.

26.

29. (Amended) A system according to claim <sup>25</sup>~~32~~, further comprising means for providing  
another of the at least two sellers with a second look opportunity to satisfy the conditional  
purchase offer.

27.

30. (Amended) A system according to claim <sup>25</sup>~~32~~, further comprising means for binding the  
buyer to the conditional purchase offer.

28.

31. (Amended) A system according to claim <sup>25</sup>~~32~~, further comprising means for notifying the  
buyer that the conditional purchase offer will not be satisfied.

29.

32. (Amended) A system for allocation in a buyer-driven system comprising:  
means for determining which of at least two sellers could satisfy <sup>a</sup>conditional purchase  
offer;  
means for identifying one of the at least two sellers as a priority seller; and  
means for providing the priority seller with a first look opportunity to satisfy a  
conditional purchase offer.

<sup>29</sup>  
~~28.~~ (Amended) A system according to claim <sup>25</sup>~~32~~, wherein one of the at least two sellers is an agency-based seller.

<sup>30</sup>  
~~29.~~ (Amended) A system according to claim <sup>25</sup>~~32~~, wherein one of the at least two sellers is a broadcast-based seller.

<sup>31</sup>  
~~30.~~ (Amended) A system according to claim <sup>25</sup>~~32~~, wherein the conditional purchase offer is a binding conditional purchase offer.

Sub C4  
B2 Cont  
<sup>31</sup>  
~~36.~~ (Amended) A system for allocation in a buyer-driven system comprising:

means for identifying one of at least two sellers as a priority seller, wherein means for identifying one of at least two sellers as a priority seller includes: means for determining a number of first look opportunities due to the at least two sellers; means for determining a number of first look opportunities given to the at least two sellers; and means for identifying one of the at least two sellers with the largest deficiency between opportunities given and opportunities due as the priority seller; and

means for providing the priority seller with a first look opportunity to satisfy a conditional purchase offer.

<sup>36</sup>  
~~37.~~ (Amended) A system for allocation in a buyer-driven system comprising:

means for identifying one of at least two sellers as a priority seller, wherein means for identifying one of at least two sellers as a priority seller includes: means for determining a

Sub 4

percentage of first look opportunities due to the at least two sellers based on an adjusted market share; means for determining a percentage of first look opportunities given to the at least two sellers; and means for identifying one of the at least two sellers with the largest deficiency between percentage of first look opportunities given and percentage of first look opportunities due as the priority seller; and

means for providing the priority seller with a first look opportunity to satisfy a conditional purchase offer.

B2 Cont

32

38. (Amended) A system according to claim 32, wherein means for identifying one of at least two sellers as a priority seller includes:

means for assigning a random number to each of the at least two sellers; and

means for using the random numbers to identify the priority seller.

Sub C5

39

39. (Amended) A system for allocation in a buyer-driven system comprising:

means for identifying one of at least two sellers as a priority seller, wherein means for identifying one of at least two sellers as a priority seller includes: means for determining a market share for each of the at least two sellers; and means for identifying one of the sellers having the largest market share that could also satisfy the conditional purchase offer as the priority seller; and

Sub C5

means for providing the priority seller with a first look opportunity to satisfy a conditional purchase offer.

33.

40.

(Amended) A system according to claim <sup>25</sup>32, wherein means for identifying one of at least two sellers as a priority seller further includes:

means for determining a buyer preference metric for each of the at least two sellers; and

means for using the buyer preference metric to identify one of the at least two sellers as the priority seller.

34.

41.

(Amended) A system according to claim <sup>25</sup>32, wherein means for identifying one of at least two sellers as a priority seller further includes means for providing an advantage to one of the at least two sellers.

35.

42.

(Amended) A system according to claim <sup>25</sup>32, further comprising:

means for determining whether more than one seller price will satisfy the conditional purchase offer; and

means for selecting the highest seller price.

36.

43.

(Amended) A system according to claim <sup>25</sup>32, further comprising:

means for determining whether there are other sellers that could satisfy the conditional purchase offer; and

means for performing a low price search of the other sellers.